



October, 1958

Dear Friend:

Parker Pen is breaking with a tradition. Dealers, for the first time, will have fresh, new Parker advertising for local newspapers in November, instead of the customary January release. A separate advertising series has been designed for each of three Parker products -- the Parker 61, "51" and Jotter. This break with tradition provides pen dealers with sparkling new advertising just in time for the big year-end gift-giving season.

Enduring quality and service of the Parker 61 pen is emphasized in likening it to an hourglass in one advertisement and to a sun dial in another. Copy tells the reader that the Parker 61 Capillary pen is virtually shockproof, virtually leakproof and that it fills itself.

Parker "51" pen advertising suggests that "Craftsmanship is a famous Parker tradition" and compares company quality standards with those of Antonio Stradivari and Benvenuto Cellini.

T-Ball Jotter ads take a light-hearted approach. They emphasize that a Parker ball point pen is used by "busy people everywhere." Ads show artists' sketches of a business or professional man, a mother in the home, a young clerk, and a girl student. "These are the kinds of people who use a Parker T-Ball," states the advertising.

The U. S. Bureau of Foreign Commerce has denied export privileges of one U. S. ball pen manufacturer for six months as a result of transactions which led to illegal transshipment of American goods into the Chinese mainland. The firm shipped ball pen point material. The balls, containing ruthenium, could be used as ball bearings, according to the BFC.

The United States exported five times as many ball point pens in 1957 as it did fountain pens, but in terms of dollar value, fountain pens outranked ball points by almost \$2 million.

Twenty-five million ball pens were exported, according to industry figures. They were valued at \$7 million. On the other hand, 4.9 million fountain pens were shipped with a value of \$8.9 million. Total sales of mechanical hand-writing instruments by U.S. manufacturers gained 10 per cent in 1957, but dollar value remained almost unchanged.



The industry sold a total of 412 million units last year as contrasted with 376 million the year before. Factory dollar value held steady at approximately \$133 million.

Parker Pen's Janesville advertising functions have been consolidated into a single department. Joseph Biety, former Foreign Sales Advertising Manager, has been named to direct the combined organization. James Stauff, Domestic Sales Advertising Manager, will assist him as Advertising Manager.

The integration allows the company to place all available talent together, acting in concert on advertising programs. It provides better service, coordination, liaison, with greater economies.

The Foreign Sales Division gains the services of outside sales promotion consultants through the consolidation.

Mexico is pleased with its arrangement to accept works of art as income-tax payments from artists (who are big money earners but never seem to have enough available to meet tax bills). Four canvases submitted by Diego Rivera prior to his death have more than doubled in value. There's talk about a \$2 million museum to house the government's paintings and statues now worth over a quarter of a million dollars.

World efforts to strengthen legibility in handwriting gained a new ally in September with the birth in The Netherlands of the Dutch Handwriting Foundation. The new organization joins its original counterpart, the American Handwriting Foundation, in extolling the virtues and advantages of the handwritten word to the benefit of dealers in writing instruments.

The Parker Pen Company in Janesville is planning a "product library" which, when complete, will contain competitive writing instruments from all parts of the world.

Presently, an information library maintained by the company's Foreign Sales Division receives, culls and condenses the great flow of information pouring in from Parker Pen's travelers, distributors, dealers, from various embassies and other sources. There it is held in file for use as reference material by company officials.

Similarly, the product library would be a place of quick reference to determine current competition in any given place in terms of products.

Latin America will have the largest percentual increase in population among world areas by the year 2000, according to United Nations' statisticians. The area's population is expected to jump 263.2% in the 50 years between 1950 and 2000, from 163 million to 592 million people.

By contrast, U.S.-Canadian population will climb from 168 to 312 million by the turn of the century. Density of population also will climb, says the U.N.



People per square mile will climb from 16 (in 1950) to 59 (in 2000) in the tropical areas of South America, from 17 to 33 in temperate South America, and from 36 to 143 in Central America.

Watch for other manufacturers to follow Waterman Pen's lead and emphasize anew the hardness-of-ball feature in ball point pens. Waterman says its new synthetic sapphire (not the first use of jewels) is the hardest material ever used in a ball point. Metallurgists who developed the tough Parker T-Ball report that ball materials need only be harder than quartz (which is 2.66 times denser than water). The reason is this: Almost all writing papers are sized with clays which are essentially quartz. The T-Ball density is 15. To go higher (and we could have) would be a "waste of hardness and considerably more costly," according to metallurgists.

"This year, choose a Parker, the prestige pen to give with assurance ... own with pride." So states year-end Parker full-page advertising scheduled for 94 newspapers in 34 countries. Strong emphasis is placed on the importance of Parker products as the perfect gift.

As one observer stated: "The giver is duly credited and receives his money's worth of appreciation when he gives a Parker. A \$20 Parker pen is as standard as a twenty dollar bill because its worth has been established. It carries an invisible price tag!"

At the Wisconsin State Fair this year, Parker Pen quietly exhibited a collection of six "dream pens": The Solaris, powered by light to burn an impression on paper. The Nitrograph, which absorbs nitrogen from the air and chemically combines it to make fluid ink. The Robodraft, a mechanized and automatic pen for making all manner of geometric forms. The Voice-Writer, which sets the spoken word to variable scripts with assistance from the speaker. The Atomic, energized by a tiny controlled reactor within its outer shell. The Colormatic, which at a press of a button changes ink colors. Remember, these are dream pens! For some day, not now.

The Japanese Ministry of International Trade and Industry is currently sponsoring an exhibit of 100 Japanese-made products displayed alongside foreign-made originals from which they were copied directly. The Ministry is calling its exhibit "a show of shame"!

Among the products shown are Bell and Howell projectors, Leica and Baby Rolleiflex cameras, and Schick electric razors. Parker Pen has long been plagued by Japanese-made imitations of the Parker "51". More recently, spurious Parker ball points and Parker 61 pens have been appearing.

For the first time, Canada has decided to permit private television stations to compete with government owned Canadian Broadcasting Corporation in Toronto, Montreal and Vancouver. When the stations are constructed, Parker Pen will no doubt be among the first advertisers.



A new distance record in Parker travel history was established by ten men who visited more than 96 countries in 1958. The ten, in total, spanned more than 169,000 miles and circled the globe twice.

One of the ten, Edward Boggs, returned in September from a 35,000-mile tour of some 16 countries. Since 1945, Boggs has traveled more than one million miles for Parker, including 39 trips to Europe.

"The burden of leadership is followership," comments one Parker observer as he noted that Esterbrook has released a \$1.69 model with a "new" non-skid ball tip. And soon, in Eversharp's "Fountain Ball", you will see a "honey-combed metal" ball employed. Other features of the new Eversharp pen are triangular-shaped barrel, high-density ink, and transparent refill.

Welcome kudos were received by Costa Portela Industria and Comercio, S.A., Rio de Janeiro, Parker's exclusive distributor in Brazil, following the publishing of a full-page newspaper advertisement in Rio's finest, O Globo. The comments came from Parker pen dealers and advertising agency heads. The ad was captioned: "In the century of the conquest of outer space, the greatest conquest in writing inks is Parker Quink." Seven bottles of Quink (for the seven colors) were shown orbiting around the earth, their trajectories repeating the seven Quink colors. The entire illustration of the ad was framed in a Quink bottle-shaped design.

Clips: The label on a container of Golden Ink, found in Pakistan, would lead one to believe in the "fountain pen of youth." The ink, says the label, contains "Magic Elixir". ... Speaking of ink, Parker Quink is currently being manufactured in 15 countries. More on the planning tables. ... A total of 20.5 million ball point pen refills were exported by the U.S. in 1957. Cash value: \$2 million.

The Parker Pen Company, Ltd., of England, has increased the production capacity of its Newhaven plant 600% since 1946. Total employment at the plant is now 500 persons and this summer most of the company's business offices were moved from 15 Grosvenor Gardens in London to a new building at Newhaven.

Which, an English publication which tests and reports on consumer products, recently dissected the ball point pen market and came up with some glowing commentary on Parker quality. Both pens and refills were highly recommended by the publication as among the very finest in quality of workmanship and quality of writing.

Sincerely,

The Parker Pen Company



LI NOV 1958

Parkergrams **World**

November, 1958

Dear Friend:

The world users of writing instruments purchased 325.5 million U.S. made ball point pens in 1957, according to industry figures. In that year, the United States exported five times the number of ball points it did the year before.

Amid this mushrooming popularity of the ball point pen, Parker has announced four full and completely new lines of gift-styled ball points at prices from \$2.95 to \$25.00 with most models in the \$5.00 to \$10.00 range.

Names you will be hearing on consumers lips are: Minim Jotter, elegant little pen just one-quarter inch longer than the standard Parker T-Ball refill which it contains. Princess Jotter, in intimate, feminine hues completely wrapped in lace-like engraving. Debutante Jotter, delicate pastel shades from tip to tip with caps mimicking that of the Parker Debutante fountain pen. V.I.P., bold and beautiful Jotter ball points, now combined with matching mechanical pencils to create "pocket pride" for any "very important persons".

Installment buying, an idea developed in the United States, has caught on in Austria! Consumer credit sales have soared 114 per cent since 1953, according to the Institute for Economic Research. Interest rates average about 7 per cent and terms run for about 10 months.

Informed sources report that Colombia on January 1 will begin a program of confiscating merchandise found in retail establishments which is on the government lists of commodities prohibited from import. The official position of the government will be that the merchandise has been smuggled into the country.

If you had Parker television or radio advertising in your area in 1958, you will probably have it again in 1959, in about the same quantity. New 20 and 60-second television commercials have been produced along with 60-second radio sales messages.

Cinema films, too, will be made available in 1959, according to Parker's advertising specialists.

In January of 1958, Parker Pen introduced a new warmth into the desk set business by combining exotic woods and metals in pen holders. Now, Parker



employs ceramics -- but in a totally new and unique way!

Parker ceramics are not just pen holders. Instead they fulfill three desires in home and office decorating by being simultaneously an elegant planter, a functional and attractive ashtray, or both.

Another addition to the desk set line is a rectangular Jotter base with a memo pad tray and covered box for cigarettes or paper clips. New convenience is created by a grid-type pen holder.

Canadians do more foreign traveling per capita than any other people in the world, according to figures released by the United Nations. Canada's 17,000,000 people made 27,200,000 border crossings into the United States in 1957 and spent a total of \$403 million on American soil. However, that sum amounted to about one-sixth the total spent by Americans in all their foreign travel in 1957.

The popularity of the Parker Jotter ball point pen may be underestimated! On October 1, thieves invaded the Toronto plant of The Parker Pen Company, Ltd., and made off with a selection of Jotters worth \$10,000.

The World Bank made 34 loans during the year ended June 30, 1958, amounting to the equivalent of \$711 million. This was a new record! Another record was set in the Bank's borrowing operation. Funds raised through sales of bonds and notes to other investors amounted to \$650 million.

While Parker's distributor in Italy, Giuseppi Fantacci, is extremely grateful to all of his fellow distributors around the world who helped in the search for the missing head of Spring, there is still no clue to its whereabouts. The hunt will no doubt be officially abandoned.

The head of a statue of Spring has been missing since World War II when the bridge on which it stood was destroyed.

United States Companies have direct investments in British industry amounting to \$1.2 billion, according to estimates of the U.S. Department of Commerce. U.S. firms have more than 300 subsidiaries or branches in the United Kingdom. These subsidiaries (together with jointly financed U.S.-U.K. concerns) employ more than 350,000 persons. Sales of these companies exceed \$2 billion annually.

We never thought it could happen but it has. After spending thousands of dollars on research and development, Parker Pen has gone too far! A man from New Zealand visited Janesville for the express purpose of having his Parker 61 nib roughened. He complained that it was "too smooth"!

The wood pencil industry produced an astounding 1,450,000,000 pencils last year with a net value of \$35 million. That's 8-plus pencils per person. How many did you use?



Interesting is the fact that wood pencils are produced in 370 different types and in more than 70 colors. There are 18 degrees of hardness.

Parker products are probably the most desired and at the same time most imitated writing instruments in the world. It costs the company in excess of \$100,000 annually to police its trademarks, patents and copyrights world-wide.

At this moment, Parker Pen is acting on more than 65 individual infringements of its products. Most incidents of imitation originate in the Far East.

Imitators copy the world-famous Arrow Clip, Parker's general design features like the arrowhead on the hood of the 61 pen, filling devices and many other Parker exclusives.

T-Ball refill cartridges are now being produced in four point sizes -- a Parker exclusive -- and in five ink colors. Consumers may take their choice between extra-fine, fine, medium or broad points and between blue, red, green, blue-black and black inks.

Last fortnight the publishers of the Saturday Evening Post, a leading U.S. magazine, gave official recognition to The Parker Pen Company as one of its half-century advertisers. Parker has advertised its products in the Post for 50 years. A group of the magazine's top officials traveled to Janesville to fete officials of Parker Pen.

The chief hazards in providing retailers with Parker showcases are breakage, freight charges, and high import duties. Last April Parker launched a program which circumvented all three!

Instead of shipping a fully constructed showcase, a do-it-yourself construction kit was shipped upon request. And it was sent free! Parker even absorbed shipping costs. To date the program has cost \$10,000.

The kit contains all hardware -- down to the screws -- plus working drawings and complete assembly instructions. All a dealer has to provide is wood, glass, and labor to construct a handsome floorcase.

There are three kits, providing for three different size showcases.

During the first half of the present decade the total output of goods and services in the Organization for European Economic Cooperation rose 26.5 per cent. Output in the United States rose a somewhat smaller 22.2 per cent. Conservative OEEC experts project a 17 per cent increase for the last half of the 1950's.

In Thailand, Parker Pen's distributor uses a portable motion picture theater to sell products. Diethelm & Company, Ltd., sends a sound truck on a circuit of the up-country. At villages along the route, company representatives set up a movie screen and project feature-length films without charge to the viewers.



Like commercial television, the free show is interrupted periodically by filmed commercial messages.

On October 22, more than 1,000 members of Parker employes' families toured the company's Arrow Park plant and General Office building in Janesville. The occasion was the Fifth Anniversary of the opening of Arrow Park.

What they saw in evidence everywhere was change, coupled with progress. For change and progress are the most outstanding aspects of Parker's past five years. Dealers are probably the first to recognize this, because it shows up in their stocks.

Five years ago the Parker name meant two lines of fountain pens, the Parker "51" and "21". Today, by contrast, the company produces several lines of fountain pens plus a host of ball pens in utility and gift price ranges.

At no time in the history of the company has the name Parker appeared on such a wide range of products in every price range. That's why Parker sales specialists feel the 1958 Parker line offers each dealer a tremendous opportunity to realize a successful and profitable year-end gift buying season.

Elaborate advertising campaigns on the Parker 61, "51" and T-Ball Jotter have been planned to give each dealer the strongest support to his own sales efforts during this period.

Wise retailers are checking their stocks right now to assure no loss of valuable sales because of low inventory as the end of the year approaches.

Clips: Parker's subsidiary, The Eversharp Pen Company, conducted its first meeting of European distributors on October 1. ... Letters are arriving in Janesville asking when the Solar Pen will be available for market -- answer is difficult, this is a fantasy pen created by an artist. ... Total value of the world's exported goods reached \$99 billion last year. ... We are a world on wheels (or becoming so). World registrations of cars, trucks and buses reached 108,012,260 on January 1 of this year. That's an increase of 5.59 per cent over total for 1957. ... A 15 per cent gratuity is considered inadequate by more than 58 per cent of 5,000 New York City restaurant-goers according to a recent survey. ... Paper-Mate boarded the feminine pen bandwagon with a limited line of lady-fashioned and clipless pens.

Cordially,

The Parker Pen Company



9 DEC 1958



Parkergrams World

December, 1958

Dear Friend:

Edward Boggs, former Foreign Sales Manager of The Parker Pen Company, has been appointed Director of Foreign Sales. He succeeds George Parker, who has headed the Division for the past 13 months, and who has been named to the post of Director of Domestic Sales.

Boggs is probably the most traveled man in the Parker organization. Two months ago he returned from a world-circling 35,000-mile visit to some 16 countries. This brought his total travel to more than 1,000,000 miles and 112 countries since 1945.

He joined Parker in 1940 as a salesman in the company's Domestic Sales Division and has served in various sales capacities. Boggs is chairman of the foreign trade committee of the Fountain Pen & Mechanical Pencil Manufacturers' Association.

George Parker succeeds John Mack as Domestic Sales chief. Mack becomes Assistant General Manager of the United States Division of the company.

When you buy a gift (or sell one for that matter), make it an extravagant one! Why? It's a matter of showmanship. Billy Rose, the well-known Broadway producer, says that if he only had a dollar to buy his wife a gift, he wouldn't look for something that looked like a \$1.98. Instead, he'd buy a single bar of soap -- and have his wife feel like a queen while bathing.

Here are ten things to keep in mind when buying a gift: 1) stress quality, 2) make it a luxury, 3) keep it useful, 4) be sure it's durable, 5) let it be imaginative, 6) personalize it, 7) be sure it's pleasing to the eye, 8) make it easy to care for, 9) be certain it is replaceable or repairable, and 10) wrap it with a flair.

Orchids to those who say the above sounds like a recipe for selling fine Parker writing instruments.

Something new in bulk packaging has come out of Parker. The box which holds one dozen T-Ball Jotters can now be used as a display piece. A new sleeve-type



cover is imprinted with selling information and illustrations. To create a smart display, all that is needed is to slide the box part-way out of its sleeve so that a few pens show.

Another new Jotter box will begin to appear in February, 1959. This holds a single pen. It is smaller than the previous box (taking up less shelf space) and is designed in two colors. Like the dozen-sized box, this too has a sleeve-type cover.

Parker distributors now have quantities of a four-page new product folder containing illustrations and brief descriptions of the Parker Princess, Debutante, Minim and Executive Jotters, plus the line of Parker ceramic desk sets. This folder is a fine device to acquaint clerks with the new products and is also helpful at the counter.

The first use of a tiny transistor radio as an accessory for a fountain pen desk set will be announced in a new 16-page Parker desk set catalog currently being produced. The four-color catalog features the complete line of Parker desk sets from ceramics to onyx and will include four brand new ball pen desk set models. Full details on these products are now being sent to Parker distributors.

The transistor radio is available as an accessory for larger model bases. It is being supplied to Parker by the Admiral Corporation.

Non-recognition between two countries not only seriously handicaps political negotiation, but also offends against fundamental human dignities which men normally accord each other. An extreme example of this is the circumstances existing between the United States and the Peoples Republic of China, according to foreign sales specialists of The Parker Pen Company.

Parker is presently confronted with a kind of competition which ignores the basic right of patent, copyright and trademark, and the company has no recourse in law. The Hero pen, being produced inside China in large quantities, imitates in detail the internationally patented design features of the Parker 61 Capillary pen, company officials report.

According to Edward Boggs, newly appointed Director of Foreign Sales, the company can enforce its rights to its own designs in countries which import the Hero imitation, but there is nothing that can be done to stop the imitating.

The Hero firm, said Boggs, has even taken to copying Parker's point-of-sale material and advertising in promoting its product.

Parker Pen's share of the writing instrument market in the United Kingdom, according to Board of Trade figures, rose to 74 per cent for the first quarter of the current fiscal year. This was an increase of 35 per cent.



Similarly, The Parker Pen Company, Ltd., enjoyed a rise in its share of the gold nib market from 62.8 per cent to 74.2 per cent. And, in exports, from the UK, Parker held to a 73 per cent share of the business.

A new Pelikan pen has been announced by Gunther Wagner. The pen (following a Parker design lead of many years) has a hooded nib and visual ink supply. It is available in two models, one with rolled gold cap and the other with a metal cap. A second new pen being seen in certain world areas is the Platignum 100, a lower-priced pen with a filling mechanism like the French Waterman X-Pen.

U. S. publishers' eyes (and ears) are on a new French periodical called Sonorama which made its appearance in October. Six long-playing records pressed on thin plastic were included with the publications 16 pages of text and pictures. The records contained highlights from current French activity -- news of politics and general interest, plus popular song hits. To hear the contents, the buyer folds back the pages and places the entire magazine on his phonograph.

U. S. exports of writing instruments for the first six months of 1958 are 20.9 per cent below the same period in 1957, according to information released by the Fountain Pen & Mechanical Pencil Manufacturers' Association. It is anticipated that this decline will be overcome in the final six-month period of 1958.

The U.S. exported 2,365,344 fountain pens in the first half of the year, contrasted with exports of 2,677,932 fountain pens in the same period of 1957. Dollar value of these pens was \$3,424,783 as opposed to \$3,506,067 in 1957.

About 2 million fewer ball point pens were exported in this same period. During the first half of '57, exports of ball points totaled 12,373,188. This year it was 10,310,448. Dollar value for 1958 amounted to \$2,069,-364 while the value of 1957 exports during the first six months totaled \$2,289,550.

U. S. writing instrument manufacturers employ 29.9 thousand persons, 21.7 directly in production. They earn an average of \$66.59 a week for 39.4 hours.

The Eversharp Pen Company (a Parker subsidiary) is pouring \$1,250,000 into advertising and promotion in introducing its FOUNTAIN-BALL (the capitals are theirs) ball point pen in the U.S. The effort is being made on a regional, step by step, basis.

The company employed three-dimensional printing to give dealers and consumers a true picture of the "sponge-like FOUNTAIN-BALL". This technique also may be used when the company introduces this new COME-BACK (the capitals are ours) product in foreign markets.



Mexico City's Parker Quink factory is the first in the world to begin using the company's corporate symbol on its bottle caps. The symbol is centered over the name Parker.

Speaking of Quink, Kiddiecraft Ltd. of England is producing a miniature Quink bottle filled with colored sugar syrup. The bottle is amazingly similar to its big brother, even to minute details on the label.

This newsletter is one of 160 million copies of company publications issued each month in the United States, according to the House Magazine Directory released by Gebbie Press.

Soon after the first of the new year, Parker dealers in the U.S. and overseas will begin receiving another Parker publication: Parker International. It will be a picture-feature magazine presenting articles on writing equipment and writing, on world trade, on people and places and a variety of other subjects. Initial circulation is expected to be about 25,000.

Correction from November issue: "The world users of writing instruments purchased 300.5 million (not 325.5) U. S. made ball point pens in 1957, according to industry figures. In that year, the United States exported 15 per cent more (not five times more) ball points than it did the year before.

Clips: In her lifetime, the late Mary Roberts Rinehart wrote more than 10,000,000 words with one of her proudest possessions, a Parker Duofold pen. ... Consumer installment debt in the U. S. is expected to rise at least \$1.5 billion next year to a new record high of \$35 billion. ... Speaking of dollars and numbers, Parker turned out its 10-millionth Jotter ball point pen in October -- 10-millionth in the \$1.95-\$2.95 price range. ... Sheaffer Pen will hire a Fort Madison, Iowa, radio station president as its director of public relations. His name: Greg Rouleau, Starting date: January 1. ... The Takashimaya department store of Tokyo, Japan, has opened a new 60,000 square foot store on Fifth Avenue in New York City. Hopes are for \$1 million in sales a year in Japanese quality goods. ... Miss Mary Jane Atha, daughter of S. D. Atha, Parker's distributor in Nicaragua for the past 23 years, has been named "Sweetheart of the Social Club of Managua" in a ball that took place in September in celebration of the "Day of Independence" of Nicaragua.

Cordially,

The Parker Pen Company